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Identifiers-*Los Angeles Public Library

In this six month period of the Los Angeles Public Library's project to extend service to the disadvantaged a full time public relations assistant was hired. Attempts were made to evaluate special activities and the Library Administration considered implications of the project for the Library's service program. This document includes reports from Lincoln Heights, Central Region, Venice, and the Bookmobile staff as well as office statistics, a summary of activities, and a list of projects done by the Federal Project Display Artist. (CC)

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LOS ANGELES PUBLIC LIBRARY

REPORT OF

LIBRARY SERVICES AND CONSTRUCTION ACT

PROJECT #2842

July 1-December 31, 1967

LI 001257

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

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January 26, 1968

Mrs. Carma Leigh, State Librarian
The California State Library
Sacramento, California 95809

Dear Mrs. Leigh:

We are submitting a report of the activities of the Library Services and Construction Act Project of the Los Angeles Public Library (Standard Agreement No. 2842--Service to the Disadvantaged), covering the period July 1 through December 31, 1967.

Very truly yours,

Harold L. Hamill

Harold L. Hamill
City Librarian

JGS:nw

LOS ANGELES PUBLIC LIBRARY

REPORT IV

LIBRARY SERVICES AND CONSTRUCTION ACT

PROJECT #2842

July 1-December 31, 1967

Director

Mrs. Edith P. Bishop, Director of Branches

Co-ordinator

Mrs. Johanna G. Sutton, Principal Librarian

Secretary

Mrs. Manuela Wood

Central Region Staff

Mrs. Hermia Davis, Sr. Librarian, YA Services Specialist

Miss Daisy Jones, Sr. Librarian, Adult Services Specialist

Mrs. Binnie Tate, Sr. Librarian, Children's Services Specialist

Mrs. Marjorie J. Johnson, Secretary

* Miss Pamela Coombs, Summer Student Worker

Bookmobile Staff

Mrs. Marianne Adler, Senior Librarian

Mrs. Frances Carter, Children's Services Specialist

* Mr. Marion Cobb, Adult Services Specialist

Miss Barbara Edge, Young Adult Services Specialist

* Miss Monteria Hightower, Library Assistant

Mrs. Grace Smart, Library Assistant

(continued)

Bookmobile Staff - (contd)

Mrs. Ethel Thurston, Clerk-Typist

** Mr. Raymond Hernandez, Clerk

** Mr. Marvin Matthews, Clerk

Mr. Bert Thomas, Truck Operator

Mr. Willie Williams, Auto Messenger Clerk

Mr. Charles Kaufman, Librarian (substitute)

Lincoln Heights Staff

Mrs. Courtney Ayers, Adult Services Specialist

Mrs. Marcia Linville, Children's Services Specialist

Mr. Joseph Buelna, YA Services Specialist

* Mr. Ralph Webb, YA Services Specialist

Miss Mary E. Ruiz, Clerk-Typist (half-time)

Venice Staff

Mrs. Selma Benjamin, Children's Services Specialist

** Mrs. Doris Dosser, YA Services Specialist

Mr. Donald Roberts, Adult Services Specialist

Mr. David Shink, YA Services Specialist

Miss Patricia Hayashida, Clerk-Typist (half-time)

Mr. Jessie Shaw, Messenger Clerk

Public Relations

Mr. David Barron, Public Information Assistant

Mr. Charles Curtis, Display Artist

Mr. Bruce Henkin, Student Professional

* Mr. Peter Odencrans, Student Worker

* resigned
** transferred

Additional Staff Secured Through Economic Opportunity Program

Mrs. Lillie Bodley, NYC enrollee, Bookmobile

Mrs. Addie Edwards, NAPP, Venice

Miss Loretta Fisher, NYC enrollee, Bookmobile

* Miss Linda Montaño, NAPP, Lincoln Heights

* Mr. Ronald Pearson, Summer Worker, Central Region

* Mr. Ray Post, NYC enrollee, Bookmobile

Mr. Ruben Reyes, NYC enrollee, Lincoln Heights

Mrs. Gloria Shedrick, NYC enrollee, Office

Mrs. Norma J. Shelton, NYC enrollee, Bookmobile

* Miss Isabel Tafoya, Summer Worker, Office

Mr. Oliver Van Treece, Jr., NYC enrollee, Bookmobile

* resigned

INTRODUCTION

Previous reports have emphasized specific aspects of the program--staffing and organization; materials and techniques; and personal reaction to the experiences of the eighteen months' work. In the period covered by this report, there have been changes in the professional staff; more attempts have been made to evaluate special activities; and the staff has had advantage of full-time public relations assistance since the employment in August of Mr. David Barron. Attention has been given by the Library Administration to consideration of the program and its implications for the Los Angeles Public Library service program. Some activities previously introduced have been dropped; others have been continued as initially tried, or have been broadened and continued.

Staff Changes

Ralph Webb, Young Adult Librarian at Lincoln Heights Branch, resigned at the end of July to accept a position as a senior librarian in the Palos Verdes Estates library system. This vacancy left us not only without a worker in this special interest area but also without a fluent speaker of Spanish among librarians in the branch. Replacement for the position came in December when Mr. Buelna was appointed. Mr. Buelna has already made contact with a senior Boy Scout Troop for which he is making plans for co-operative activities; he has arranged a small section of Spanish language books for young people; and he is encouraging young adult readers to write reviews of some of the books which they read. He has prepared a written guide, indicating material which should be included in the reviews.

Mrs. Doris Dosser, Young Adult Librarian at Venice, left the project in September to accept promtion to Senior Librarian at the Northridge Branch. She was succeeded by Mr. David Shink, a newcomer to Los Angeles Public Library. Mr. Shink is learning his way in the community, but has already begun active participation in the teen post and school programs.

Mr. Marion Cobb, Adult Librarian on the bookmobile, resigned in December to accept a position with the new California State College at Dominguez as Acquisitions Librarian. He was replaced January 1 by Mrs. Alice Spring, also a newcomer to the Los Angeles Public Library. She has had two years' experience as a Peace Corps worker in the Philippines.

Miss Monteria Hightower, bookmobile Library Assistant, resigned in August to accept a grant, making it possible for her to enroll in the library school at the University of Maryland. She has been replaced by Mrs. Grace Smart whose assignment was a promotion from the Clerk-Typist position.

Two bookmobile clerks, Mr. Raymond Hernandez and Mr. Marvin Matthews were transferred to other city departments where they are now senior clerks. One replacement has been completed--Mr. Eduardo Acosta, who was transferred from West Los Angeles Regional Branch.

During the summer months several of the project units participated in summer work programs, by which young people, still in school, were part of a federal summer paid employment program. A young woman was assigned to the project office; a young man was assigned to the Central Region staff. Both were dependable workers, but the young man, Ronald Pearson, was considerably above average in his attitudes and performance. He expressed interest in the operations around him, and on two occasions volunteered to help on the bookmobile during the Watts Festival in August, and during the Crenshaw Festival on Labor Day. His summer work provided him with the opportunity to develop some office skills and to learn how to handle and operate a film projector. Mrs. Hermia Davis was his supervisor for all except the last week of his employment when Miss Daisy Jones assumed the responsibility.

As a part of the library's junior trainee program, Miss Pamela Coombs was assigned to work with Mrs. Binnie Tate, Senior Children's work Specialist, for several weeks during the summer.

Miss Coombs had been accepted for the fall term at USC and was interested in work with children. Her experience with Mrs. Tate provided her with the opportunity to observe and participate in many creative library activities with children. She conducted film shows and book clubs and assisted in other activities connected with the children's program.

The bookmobile operation has made continuous use of young people assigned through the Neighborhood Youth Corps. Staff members assigned to this unit have had opportunity to develop office skills, primarily--filing, typing, and the like. Three young women and one young man are presently assigned, and in addition to office duties, they are given the opportunity for some public service at the bookmobile stops.

Lincoln Heights and Venice Branches have both had assignment of a worker from the Neighborhood Adult Participation Project. At Lincoln Heights the aide was used for purely in-branch routine duties. At Venice the aide has been used to assist in the performance of many necessary tasks in connection with program activities.

Mrs. Addie Edwards was assigned to the Venice Branch in August 1966. She brought to her assignment minimal formal education qualifications, but has compensated for this lack by her diligence, dependability, her willingness to learn to do many things supporting the work of the other staff members.

Her familiarity with the community has provided a bridge between the staff and the community it is serving. Her willingness to attend meetings and provide groups with information about the library has been helpful. She has worked door-to-door circulating information concerning library programs. She has helped plan, publicize, and carry out programs both in and outside the library.

She has been taught some skills such as use of audio-visual equipment, learning how to use library materials, organizing programs of community interest, helping in carrying out plans for story hours and other activities.

In this particular assignment the library has joined several other community agencies in uncovering highly desirable contributions which can come from the residents of the disadvantaged communities in which we work. Use of the non-professional aide is currently receiving nation-wide attention in that it, on the one hand, can relieve manpower problems in the agencies concerned and provide self-respecting, motivating employment to the worker and secure the good-will of the community. The working relationship of the NAPP aide and staff has been highly satisfactory so much so that the staff is requesting the Administration's serious consideration of official library employment of aides where their work would be helpful.

Work of the librarians and staff in all units has been strengthened with completion of our Public Relations staff. Since March, Mr. Charles Curtis has been working as display artist; but since August, Mr. David Barron has been working as our public relations assistant.

The Display Artist has space measuring 18' x 31' in the Bookmobile Depot. The space has been inclosed by a wall 6 feet in height. It is equipped with:

Paper trimmer
Cincinnati Vacuum Printer
2 racks
Nu arc exposing unit
Plastic photo developing tray
3 silk screen frames

Art work produced is listed in another section of the report. All units of the project are feeling the advantages of a stepped-up public relations program.

Mr. Barron visits each area often and becomes part of the activities in the planning stage. He is then responsible for publicity, photography and most of the outside contacts necessary for success of each program.

LINCOLN HEIGHTS

The public program on Narcotics given at Lincoln Heights and co-sponsored by Councilman Arthur K. Snyder's office made full use of public relations assistance. There was full planning between the Councilman's office and the library. Use was made of display and art materials as well as of neighborhood and one of the metropolitan newspapers. Publicity was provided in English and in Spanish. Handbills were delivered in person and by mail. Some assistance was received from two of the Central Library subject departments by way of books and a bibliography on Narcotics.

Represented on the program were the following agencies: Los Angeles Police Department, Los Angeles County Health Department, and the State Youth Authority, in addition to Councilman Snyder. Perhaps, the most interesting speaker was Mr. Cecil Miller, of the Narcotics Prevention Project, who is a former narcotics addict. The District Attorney's office was represented by his press secretary. The program made use of two films, *LSD: Insight or Insanity* and *Narcotics: Why Not?*, and discussion with a question and answer period. Displays consisted of specimens of materials and equipment used by addicts, provided by the police department; a 4' x 10' diorama from the health department; bumper stickers "Save a Life; eport Narcotics", "Salve una Vida; reporte el uso de Narcóticos", provided by Councilman Snyder. Two pamphlets were distributed: Teen Age Tempest and Drug Addition by Selma N. Malaby; and Darkness on Your Doorstep - Amenaza a las Puertas de Su Hogar available from the Los Angeles County Department of Community Services.

From all points of view this was a most successful program. Attendance was the greatest of all for any indoor program at Lincoln Heights, with nearly 300 persons of all ages present. The audience was attentive; it participated freely in the question period. There was the impression that the subject of narcotics was important and interesting and that there was anticipation of further similar occasions.

CENTRAL REGION

In the Central Region two public events of interest and importance demonstrated effects of publicity and provided a public relations aspect of library service. The first was participation of our Central Region staff in the Crenshaw Festival on Labor Day. The Project bookmobile was used as a booth in the community celebration and served as a point for the residents to browse among the books and to get other desired library information.

The other event was the 2nd Annual Book Fair sponsored by the staff and co-sponsored by several book dealers in the community at Angeles Mesa Branch on November 4 and 5. The public relations representative made contact with the community newspaper and did some photography on the occasion. News releases emphasized guest appearance of two authors of children's books--Lorenz Graham and Myra B. Brown. The second day's attendance was good and reflected adult interest in the fair; many parents and teachers were there. Fine co-operation between the entire Angeles Mesa Branch staff and the Central Region Federal Project staff made the event successful.

The Central Region staff has participated in the program of the Corridor Ministry. The Corridor Ministers are a group of ministers of churches located in south Central Los Angeles. Most of the members of the group are young, concerned about social problems, and in charge of churches with mixed racial congregations.

In October and November this group sponsored six film discussion sessions based on "*Patch of Blue*", "*Nothing But a Man*", "*Mouse That Roared*", "*Parable*", "*Sniper*", and "*Have I Told You Lately That I Love You?*". For each picture there were two discussions--one for young people, the other for adults. Our staff bought paperbacks in quantity for each program--the same title when possible; related titles in other cases. Books purchased for the series were: A Patch of Blue, Mouse That Roared, Autobiography of Malcolm X, Good Lord, Where Are You? and Rivers of Blood, Years of Darkness. The staff displayed and circulated the books at each of the six meetings. The ministers felt that inclusion of the books added another dimension to their program.

VENICE

The Venice staff has concentrated on programs involving smaller groups of residents in the community, in addition to scheduled events at the branch. Working sometime with the community representative for the American Cancer Society and his mobile unit, Don Roberts has taken books and films to homes where neighbors have assembled for a program. On these occasions he has been able to reach more people than those who regularly attend programs in the library. In a limited way the Venice staff attempted street corner story hours, but discontinued these as not being in the best interest of the community.

In July and August the Venice Branch Library was one of the community agencies sponsoring a tutorial project. The program was well organized, using the library and one church as sites for the tutoring, and making use of high school students as tutors. The project was funded so that the young tutors had paid employment during July and August. Along with instruction in basic studies, the young people engaged in art and other cultural projects.

A Read-In (actually a Read-Out) was sponsored in the Venice Branch in July. On this occasion patrons selected their favorite passage, whether an original or someone else's composition, and read aloud to the group assembled for the event. In the words of Mrs. Selma Benjamin, "The reading was contagious... like a long conversation which was very hard to bring to a close".

BOOKMOBILE

The second annual Watts Festival provided an opportunity for more staff members of Los Angeles Public Library to be involved in display of bookmobile services. Mrs. Marianne Adler, Senior Librarian, extended an invitation to other staff members, inviting them to join Federal Project staff on the bookmobile during the two days of the festival. Thirty six staff members offered their services.

During the period of summer school, the bookmobile was frequently scheduled during morning hours to go to schools and give children an opportunity to learn of public library service and to visit the bookmobile.

In December the bookmobile staff presented a program at Dana Strand Housing Project in Wilmington. This program was directed at the Philippino residents of the project and featured the film "*Mabuhay*" and appropriate music which had been taped for the program by the consul from the Philippines. The staff reports an attendance of 50.

One of the most effective uses of our public relations staff has been in publication of our newsletter, The Outsiders, a monthly, which reports on staff and activities of the Federal Project. Not only are project staff members informed in this manner but the entire Los Angeles Public Library staff and libraries throughout the United States are informed also. Requests to be placed on our mailing list come in weekly.

In October Mr. Hamill and other members of our library administration staff met with librarians from the Federal Project for the purpose of hearing reports of program activities. The reports were presented so that they might show features which could be considered for adaptation by our library service program. Discussion, questions, and answers were freely engaged in.

Office Statistics

Statistics of Secretary's Work

Volumes Ordered

Books and pamphlets (total number of volumes)	8,369

Volumes Received

Books and pamphlets (invoices processed for payment)	6,959

Orders Outstanding

Books and pamphlets (total number of volumes)	1,410
Films ordered and received	3
Filmstrips ordered and received	25 (sets)
Film rentals (for special programs)	7
Recordings ordered and received	152
New Subscriptions (not including renewals)	12

Estimated cost of books, pamphlets, films, filmstrips, film rentals, recordings, tape recordings, subscriptions, bookmarks, display kits, freight charges (on books ordered for exhibit), and binding charges ordered--received and outstanding: $19,474.43

Approximately 382 stencils and/or plates made (for lists and other materials duplicated for project staff; prepared in quantities ranging from 50 to 5,000 copies: 97,525

Co-ordinator

Visits: Project sites	67
Service to Shut-ins route	5

Conference Participation

California Library Association
- Mrs. Johanna G. Sutton
- Miss Daisy Jones
- Mrs. Binnie Tate

Los Angeles County Federation of Community Co-ordinating Councils - "Crisis in Youth-Adult Values"
- Mrs. Hermia Davis
- Miss Daisy Jones
- Mrs. Binnie Tate

Delta Sigma Theta Sorority Careers Conference
- Mrs. Johanna G. Sutton
- Mrs. Hermia Davis

National Head Start Conference (Western Division)
- Mrs. Binnie Tate (showed film "*Pleasure is Mutual*")
- Mrs. Frances Carter

Workshop on Program Planning (U.C.L.A.)
- Mrs. Daisy Jones

Co-ordinating Councils and Welfare Planning Councils
- Mrs. Marianne Adler
- Mrs. Hermia Davis
- Mrs. Daisy Jones
- Mrs. Binnie Tate
- Mrs. Selma Benjamin
- Mrs. Frances Carter
- Mr. Marion Cobb
- Mrs. Marcia Linville
- Mr. Don Roberts
- Mr. David Shink

SUMMARY OF ACTIVITIES

July-December 1967

Activity of combined staff	Bookmobile	Central Region	Lincoln Heights	Venice	TOTAL
Agencies contacted (no.of times)	95	109	165	330	699
Meetings attended	50	110	66	189	415
Programs in library	49	67	73	68	257
Programs outside	20	34	92	86	232
Classes in library	14	-	53	18	85
Classes outside	5	33	47	79	164
Displays	-	2	3	1	6
Books circulated (groups)		616			616
Filmstrips circulated		28			28
Film showings (staff)	43	250			293
(other groups)		25			25
Records circulated		30			30

Visitors

Miss Evelyn Geller, Editor
School Library Journal

Miss Gloria Feel
Cleveland Public Library

Mr. Hardy Franklin
Community Co-ordinator
Brooklyn Public Library

Miss Lenore S. Gittleman
Queens Borough Public Library

Mrs. Elsie Vandale
Azusa Public Library

Mrs. Pat Del Mar
Long Beach Public Library

Miss Nelle Minnick
Director of Branch Operations
Fresno City and County Library

Mrs. Alice Reilly, Librarian
Fresno City and County Library

Mrs. Iris Hoblit, Student
Immaculate Heart Library School

Charles A. Curtis
Federal Project Display Artist

Design and typographical layout of following events:

Bookmobile

Watts Festival (August 11-13)

2 - Outdoor display signs, 4' x 8'

50 - Posters 14" x 22"

1 - Sign 22" x 28"

Nickerson Gardens

50 - Process printed posters 14" x 22"
Advertising Bookmobile at Nickerson Gardens stop.
Also designed flyers for printing.

Watts Branch Library

20 - Silk screened posters printed 14" x 22"

Central Region

Crenshaw Festival (Labor Day)

2 - Signs 28" x 44"

1 - Poster 14" x 22"

Senior Citizen Exhibit, City Hall

3 - Posters 28" x 44"

Southwest Health Center

1 - Sign (showing availability of library materials)
15" x 15"

F.L.I.P. (Family Library Information Program)

This flyer designed and made ready for printing.

Display Work (contd)

Book Fair (Angeles Mesa Library) (November 4-5)

2 - Outdoor cloth signs 8' x 34" (on wood frames)

2 - Frames constructed (wood)
Signs hung on sides of Library building.

50 - Silk screen printed posters

Film Catalog

Designed cover and did paste-up of type for inside.

Lincoln Heights

Art Exhibit

Arranged display of art by children from different schools.

Narcotics Exhibit (November 17)

2 - Posters 12" x 36"

1 - Poster 28" x 44"

50 - Posters 14" x 22"

Venice

Venice Summer Festival

Designed poster and made into screen for printing.